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09/916,581	07/30/2001	Koji Kida	046982-0120	9542
22428	7590	07/07/2006	EXAMINER	
FOLEY AND LARDNER LLP SUITE 500 3000 K STREET NW WASHINGTON, DC 20007			DURAN, ARTHUR D	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 07/07/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

DETAILED ACTION

1. Claims 1-15 have been examined.

Response to Amendment

2. The Amendment filed on 6/21/06 is insufficient to overcome the prior rejection.

Claim Objections

3. Claims 9-11 are objected to. The originally filed claims on 7/30/2001 included claims 1-9. The claims amended on 6/21/2006 state that claims 9-11 are previously presented. However, Claim 10 and 11 were not previously presented. And, Claim 9 from 6/21/2006 is not the same as claim 9 from 7/30/2001. Appropriate correction is required.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 1, 2, 4, 5, 8-15 are rejected under 35 U.S.C. 102(b) as being anticipated by Gerace (5,848,396).

Claims 1, 2, 5, 8-11, 13: Gerace discloses a server to which user terminals are connected via a network, this server comprising:

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user schedule information storage means for storing user schedule information that has been input from the user terminals (col 9, lines 7-40; col 16, lines 35-67; col 22, lines 10-45; Fig. 4a, 'Travel Schedule');

schedule output means for outputting user schedule information from the aforementioned user schedule information storage means when there has been an access from a user terminal (col 3, lines 39-55; col 9, lines 7-40; col 16, lines 35-67; col 22, lines 10-45);

advertisement data storage means for storing advertisement data that has been input from an advertising provider (Fig. 2; Fig. 3a);

and means for associating the advertisement data stored in this advertisement data storage means with the user schedule information from the user schedule information storage means (Fig. 4a, 'Travel Schedule', 'Specials advertised to areas of interest'; col 9, lines 7-40; col 16, lines 35-67; col 22, lines 10-45; Fig. 2; Fig. 3a);

wherein: the means for establishing this association includes interest estimation means for estimating, from the contents of the user schedule information, which advertisements the user will be interested in (Fig. 2; Fig. 3a; col 2, lines 1-35; Fig. 4a, 'Travel Schedule', 'Specials advertised to areas of interest'; col 10, line 50-col 11, line 30);

this interest estimation means includes means for consulting a database in which has been stored information relating to what sort of advertising service a particular schedule item corresponds with, and for extracting a keyword serving to extract advertisement data that corresponds with the stored user schedule information (Fig. 2; Fig. 3a; col 9, lines 25-30; col 16, lines 36-55; Fig. 4a, 'Travel Schedule', 'Specials advertised to areas of interest');

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and there is provided advertisement presentation means which uses the keyword extracted by the interest estimation means to associate advertisement data that matches the keyword with the aforementioned user schedule information, and which presents the advertisement data in question along with the user schedule information (Fig. 2; Fig. 3a; col 9, lines 25-30; col 16, lines 36-55; Fig. 4a, 'Travel Schedule', 'Specials advertised to areas of interest').

Additionally, Gerace discloses advertisement data including at least one keyword corresponding to an advertisement that is input by an advertiser, and that the advertisement keyword can be used for targeting the user (col 18, lines 1-10; col 16, lines 35-55; col 20, lines 9-19). Also, notice in Gerace that advertisements can be a form of agate information/content that is targeted to the user (col 2, lines 60-66). Hence, any of the tracking and/or targeting that occurs for content/information can also occur for advertisements. Also, notice that the advertiser can enter any targeting criteria to target users based on (see preceding citations). Also, notice that users can be targeted based on criteria/keywords match between the user and the advertisement such as Detroit, woman, 25 year old (these example keywords are from the preceding citations from Gerace). Also, notice that advertisements can be placed in messages/notices and targeted based on the message/notice (col 10, lines 46-51).

Claim 4: Gerace discloses a server according to claim 1, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input, advertisement data that has been presented along with user schedule information (col 6, line 57-col 7, line 40; Fig. 2; Fig. 3a; Fig. 3f; Fig. 3g; Fig. 4b).

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Gerace further discloses that the user can indicate categories of interest (col 11, lines 45-56) and that advertisements can be targeted to the categories of interest/information type presented to the user (col 4, lines 29-36). Gerace further discloses that the user can indicate a sponsor interest type/list directly (Fig 3b, "Sponsor interest list (user choose from) DW Pepsi Coke").

Claim 9: Gerace discloses a storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and advertisement presentation system set forth in claims 1 to 4, the server set forth in claims 5 to 7, and the terminal equipment set forth in claim 8 (Fig. 1; Fig. 2; Fig. 3a; col 3, lines 39-67).

Claim 12, 14, 15: Gerace discloses the above. Gerace further discloses advertisement valid time periods and advertisement distribution conditions (col 12, lines 21-56).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 3, 6, 7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gerace (5,848,396) in view of Desai (20050192008).

Claims 3, 6: Gerace discloses a server according to the above.

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Gerace further discloses that the advertisement data storage means stores geographical region data serving as a condition for presenting an advertisement;

a user whereabouts estimation means is provided for estimating which geographical region the user is currently in;

and the advertisement presentation means includes means for associating advertisement data that corresponds with this estimated user whereabouts with a user's schedule information, and for presenting the advertisement data along with the schedule information (col 10, line 50-col 11, line 30; col 6, lines 5-10; col 8, line 65-col 9, line 7; col 15, line 65-col 16, line 10; col 16, lines 30-36; col 9, lines 9-30; Fig. 4a, 'Travel Schedule', 'Specials advertised to areas of interest'; col 16, lines 36-55).

Gerace does not explicitly disclose estimating the users location/region from the user's schedule information in the user schedule information storage means.

However, from the preceding citations, Gerace discloses estimating the users location, using user location information to determine information of interest to the user, that user schedule information can be tracked, utilizing user schedule information to determine information of interest to the user, that user travel information can be tracked, that user travel information can be utilized for determining information of interest to the user, that all available information concerning a user, both active and passively obtained, historical, dynamic, and real-time can be tracked and utilized to present information of interest to the user.

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to that Gerace can utilize user schedule information to estimate user region/location.

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As a further example of this, Desai discloses targeted advertising based on profiles (Paragraph [226]) and utilizing user schedule information to estimate user region/location:

‘[0098] . . . For example, the registered user 12 may provide access to profile information such as its favorite musical or play, its travel schedule and its online calendar to selected vendors 24. The vendors 24 may review the available time periods in the online calendar, review the travel schedule to determine the registered user's 12 location (such as city and hotel) on a given date, and recommend to the registered user 12 a local musical or play based on the registered user's 12 preferences.’

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to that Gerace can utilize user schedule information to estimate user region/location. One would have been motivated to do this in order to better utilize available user information to determine a parameter for presenting information of interest to the user.

Claim 7: Gerace discloses a server according to claim 5 or 6, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input, advertisement data that has been presented along with user schedule information (col 6, line 57-col 7, line 40; Fig. 2; Fig. 3a; Fig. 3f; Fig. 3g; Fig. 4b).

6. Claims 4 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gerace (5,848,396) in view of Goldhaber (5,794,210).

Claim 4: Gerace discloses a server according to claim 1, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input, advertisement data that has been presented along with user schedule information (col 6, line 57-col 7, line 40; Fig. 2; Fig. 3a; Fig. 3f; Fig. 3g; Fig. 4b).

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Gerace further discloses that the user can indicate categories of interest (col 11, lines 45-56) and that advertisements can be targeted to the categories of interest/information type presented to the user (col 4, lines 29-36). Gerace further discloses that the user can indicate a sponsor interest type/list directly (Fig 3b, "Sponsor interest list (user choose from) DW Pepsi Coke").

As a further example of this, Goldhaber further discloses that the user can indicate advertisement categories of interest (Fig. 10; Fig. 11; col 6, lines 58-61; and throughout the Goldhaber disclosure).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made that Gerace's user can indicated advertisement categories of interest. One would have been motivated to do this in order to better present content/advertising of interest to the user.

Response to Arguments

7. Applicant's arguments with respect to claims 1-15 have been considered but are not found persuasive.

On page 8 of the Applicant's Remarks dated 6/21/2006, Applicant states, "While Gerace describes a system in which advertisement information is provided to a user, Gerace does not teach or suggest that an advertiser is allowed to enter in keywords for his/her advertisements, whereby those keywords are compared with keywords of a user (extracted based on interests of the user, for example), in order to determine which, if any, advertisements to present to the user along with the user's schedule information."

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However, Gerace discloses advertisement data including at least one keyword corresponding to an advertisement that is input by an advertiser, and that the advertisement keyword can be used for targeting the user (col 18, lines 1-10; col 16, lines 35-55; col 20, lines 9-19). Also, notice in Gerace that advertisements can be a form of agate information/content that is targeted to the user (col 2, lines 60-66). Hence, any of the tracking and/or targeting that occurs for content/information can also occur for advertisements. Also, notice that the advertiser can enter any targeting criteria to target users based on (see preceding citations). Also, notice that users can be targeted based on criteria/keywords match between the user and the advertisement such as Detroit, woman, 25 year old (these example keywords are from the preceding citations from Gerace). Also, notice that advertisements can be placed in messages/notices and targeted based on the message/notice (col 10, lines 46-51).

Please note that the citations preceding have also been added to the rejection above.

Hence, Gerace discloses the features of the Applicant's claims.

Examiner further notes that it is the Applicant's claims as stated in the Applicant's claims that are being rejected with the prior art. Also, although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993). And, Examiner notes that claims are given their broadest reasonable construction. See *In re Hyatt*, 211 F.3d 1367, 54 USPQ2d 1664 (Fed. Cir. 2000).

Examiner notes that while specific references were made to the prior art, it is actually also the prior art in its entirety and the combination of the prior art in its entirety that is being referred to. Also, one cannot show nonobviousness by attacking references individually where

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the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986).

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (571) 272-6718. The examiner can normally be reached on Mon- Fri, 8:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Arthur Duran
Primary Examiner
June 26, 2006